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For: Distribution of Promotional Indicia on Lids, Covers or Closures

1           1.       A method of providing permanent or removable indicia comprising information,  
2       advertisements, decoration, and/or coupons on the top, bottom and/or side surfaces of lids for  
3       cups or containers that hold hot or cold liquids or other substances intended for individual  
4       consumer consumption in the spirit of and for purposes of serving as a medium for carrying  
5       advertising, promotion, decoration, imaging, printing, instruction, and information, as well as  
6       features that make the lid, cover or closure more aesthetically attractive such as color and  
7       texture, the method comprising the following steps:

8           providing a lid for a cup or container that holds hot or cold liquids, the lid defining top,  
9       side and bottom surfaces; and

10          placing indicia on at least one surface of the lid.

1           2.       The method of claim 1 wherein the lid is made of any material conducive to and  
2       appropriate for containing hot or cold liquids, or other substances.

1           3.       The method of claim 1 wherein the indicia is placed onto the lid by any method  
2       available including, but not limited to, methods of printing, dying, drawing, embossing,  
3       imprinting, and/or by way of adhering substances such as paper onto them.

1           4.       The method of claim 1 wherein the indicia is of any size or dimension necessary  
2       to fit or accommodate any and all sizes and styles of lids.

1           5.       The method of claim 1 wherein the indicia is displayed permanently on the lid.

1           6.       The method of claim 1 wherein the indicia is displayed temporarily on the lid.

1           7.       The method of claim 1 wherein the indicia is placed directly on the lid.

1           8.       The method of claim 1 wherein the indicia is placed indirectly on the lid.

1           9.       The method of claim 8 wherein the indirect placement is accomplished by placing  
2   the indicia on a member that is removably coupled to the lid.

1           10.      The method of claim 9 wherein the removable coupling is accomplished with a  
2   peel-off sticker.

1           11.      The method of claim 9 wherein the removable coupling is accomplished with a  
2   perforated, tear-off member.